

# FELLOW NEWS

News for and about the Coastal Management Fellows

Issue Twenty-Five

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## ***FOCUS ON FELLOWS: DAVE EASTER 2003–2005***

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Sailing, working, learning, teaching. All his life, fellow Dave Easter has been drawn to the coast, learning lessons of balance in his personal and professional lives. Dave learned the value of balancing work and recreation, and he learned from viewing the environment around him that people must conserve coastal resources and practice responsible development. The Pacific coast, from Alaska to California, has been his classroom.

Dave was born in Oregon, but he didn't grow up in the Pacific Northwest. Soon after his birth, his family— mother, father, brother and sister— settled in Palo Alto near San Francisco Bay, so that his parents could attend Stanford University.

Once Dave graduated from high school, he attended the University of Puget Sound in Washington for one year before deciding that he wanted a change. He worked as a house painter, enjoying the time away from formal education. At 19 years of age, he purchased a sailboat and spent his free time on the water.

After a year, Dave returned to school, he attended the



Dave and his dog, Mick, on a canoe trip in the Boundary Waters Area Canoe Wilderness.

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University of California Santa Barbara. He studied environmental studies and geography and graduated with a B.A. degree. While at UC-Santa Barbara, Dave obtained an internship with Island Packers out of Ventura, California, a family-owned business and an authorized concessionaire to the Channel Islands National Park.

In this work, Dave and his colleagues took groups of students in a “floating

classroom” to the Channel Islands to learn about the geology, biology and ecology of the islands. They would anchor the boat in a cove and run a skiff onto a beach or into a sea cave. After his internship and his graduation, was offered employment with the business.

During his last year with Island Packers, Dave was assigned to the company's business affiliates in southeastern Alaska, where he worked on a 67-foot sailboat.

Alaska's compelling mountains, ocean, and sea life drew Dave to look for ways to remain in the state, and so he worked at different lodges, taking groups out on the water for sport fishing. The abundant sea life and wildlife, whales and bald eagles, were his everyday inspiration.

Over the next couple of years, Dave found ways to occupy himself and make ends meet. He sailed to Mexico, traveled to New Zealand, and entered a sailing race from San Francisco to Hawaii. He found odd jobs being a painter, substitute teaching, and a fishing guide.

These accumulated experiences, along with Dave's love of boats and the water nurtured his interest in environmental and coastal issues. He had spent time in some great places and wanted to ensure they remained that way. Dave believed that there should be a way to balance the uninhabited natural shoreline and the areas with human development. If he could provide people with information and education on the best way to use their land, perhaps he could be a positive influence.

In 1999 Dave attended Oregon State University in Corvallis, Oregon to learn more about island environments. While at Oregon State, he studied geography and minored in marine resource management. He looked for ways to blend his technical skills with resource management and planning.

Dave's graduate school thesis involved the Coastal



Dave mocking how small his office is.

Zone Management (CZM) Program, which is a voluntary partnership between federal and state governments. The program is authorized by the CZM Act to help states in the coastal zone ensure they are using their land and resources in an effective and well-balanced manner. Dave's area of research was federal consistency and the Alaskan coast. The federal consistency provision allows states to manage the coastline and to promote coordination with federal agencies. Since this gives the state the ability to review federal laws, Dave looked at whether or these changes were consistent with the CZM Act.

While finishing his master's degree at Oregon State University, the marine resources program sent out e-mails about postgraduate opportunities. Dave learned about the NOAA Coastal Management Fellowship Program and saw a great opportunity. He already had some technical and field experience. He thought it would be practical to gain management experience to compliment his technical and field experience.

Dave received a fellowship with the Minnesota Department of Natural Resources (DNR), water division in Two Harbors, Minnesota, which is responsible for issuing permits for anything

coastal and water activities. Dave's project, "Development of a Permit Monitoring and Compliance System for the Coastal Area of Minnesota," involves developing a comprehensive database to monitor and track the effectiveness of these permits.

Dave's work includes going into the field to meet the people and companies holding permits and ensuring that they have been compliant. He checks to see if people are meeting their date restrictions and employing erosion and sediment control. Hydrogeologists use this information to decide if they need to make any adjustments in the regulations or pay more attention to the field. Dave is also developing decision-making tools that will integrate existing permitting programs and evaluate trends by reviewing cumulative and secondary impacts.

In addition to working on his main project, Dave has also had the opportunity to contribute to other projects within his office. He was able to teach a geographic information system (GIS) class, work with a GIS specialist, assist in writing grants and reports for NOAA and help write a draft of the Minnesota state grant proposal for the 2006 budget.

Dave feels that his project has been a success. He has enjoyed his fellowship experience and working with the people in his office. The experience has given him the opportunity to work in different areas and learn more about grants and money management. He was able to see the "less

attractive" side of management and learn more about the "drudgery of bureaucracy." He reached his personal goal of obtaining practical experience and has a better understanding of state government, coastal programs, and management.

After the fellowship, Dave will most likely move back to the Pacific Northwest coast. After spending so much time moving around and traveling to different places, he would like to settle down with a more long-term career. Although Dave does not specifically know what he wants to do, he has a better idea of his strengths and weaknesses.

For more information about permit monitoring and a compliance system for the coastal area of Minnesota, please contact Dave Easter at [dave.easter@dnr.state.mn.us](mailto:dave.easter@dnr.state.mn.us).

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### ***FOCUS ON FELLOWSHIP: SEA GRANT ENDORSEMENTS***

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The National Oceanic and Atmospheric Administration (NOAA) Coastal Services Center has just received the 2005–2007 Coastal Management Fellowship endorsements from Sea Grant. The Center received 34 applications from 21 Sea Grant programs across the country. Twelve semifinalists will be selected from among these candidates using four criteria: academic performance and

diversity of educational background, endorsement by the applicant's Sea Grant director, support from two letters of recommendation, and content of the applicant's goal statement.

A workshop to match states with fellows will take place in Charleston, South Carolina, from April 19 to 22, 2005. Of the semifinalists selected, six will be placed with a host state. Each of the selected host states will send its fellow mentor to the placement workshop and the semifinalists will be brought to the workshop at the expense of the NOAA Coastal Services Center.

The workshop includes an orientation program, host state project proposal presentations, semifinalist presentations, semifinalist and host state interviews, and fellow matching. If a state does not find a suitable candidate during the workshop, it will be given the option to defer fellow placement for one year. States will only be allowed one deferment before they have to reapply. No contact between prospective hosts and semifinalists should be made before the placement workshop.

This year the host states are California, Connecticut, Maryland, North Carolina, Ohio, and Virginia. For more information on 2005 state projects, please visit the fellowship Web site at [www.csc.noaa.gov/cms/fellows/05\\_stateprojects.html](http://www.csc.noaa.gov/cms/fellows/05_stateprojects.html) or contact the fellowship coordinator at [csc.fellowships@noaa.gov](mailto:csc.fellowships@noaa.gov).



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**FOCUS ON THE  
CENTER: MAKING  
PRESENTATIONS  
WORK**

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A recent study by the American Management Association confirmed that communication skills are, by far, the key competence required for successful leadership. This column offers several tips to improve your presentation skills.

**1. Remember your primary goal: COMMUNICATION.**

Too often the objective of a presentation seems to be getting as many points in as possible during the assigned time. While keeping to the time limit is laudable, achieving a rapport with your audience is what you are really after. Tailor your presentation in a way that makes it easy for your audience to focus and understand.

**2. Have a message.**

Voluminous does not translate into understanding. Instead of trying to say everything you know about a subject, think about what you want your primary take-home message to be and let the presentation reinforce or support this message. For this column, for instance, the primary message is "Communication should be the goal of your presentation." The other points support this message. Making point after point without a central message confuses the audience.

**3. Open with the good stuff.**

Too many people make

presentations like they write technical papers. They start with the list of partners, talk about the financial and personnel obstacles they had to overcome, and discuss how they organized the effort. The results, or conclusions, are saved for the end. Get to the point in the beginning and use the remaining time to support

that point and add details. Don't forget to restate your message as you summarize your presentation at the end.

**4. Remember your audience.**

When you are deciding what your primary message is going to be, think about the audience. Are you talking to homeowners, who are mostly

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LINKING PEOPLE, INFORMATION, AND TECHNOLOGY**Upcoming Center Training**

\*Training classes are limited to project partners and NOAA line offices

**APRIL**

- 4-5: Introduction to ArcGIS I, NOAA Coastal Services Center, Charleston, South Carolina
- 5-6: Visitor Use, Hudson River National Estuarine Research Reserve (NERR), Tivoli, New York
- 6-8: Coastal Applications using ArcGIS, NOAA Coastal Services Center, Charleston, South Carolina
- 18-19: Visitor Use, ACE Basin NERR, Charleston, South Carolina

**MAY**

- 10-12: Visitor Use, Rookery Bay NERR, Naples, Florida
- 16-23: Project Design and Evaluation, Tatilek, Alaska
- 23-24: Introduction to ArcGIS I, NOAA CSC Charleston, South Carolina
- 24-26: Social Assessment, NOAA Coastal Services Center, Charleston, South Carolina
- 25-27: Coastal Applications using ArcGIS, NOAA Coastal Services Center, Charleston, South Carolina

**JUNE**

- 13-16: Social Assessment, Old Woman Creek NERR, Huron, Ohio
- 20-21: Introduction to ArcGIS I, NOAA Coastal Services Center, Charleston, South Carolina
- 22-24: Coastal Applications using ArcGIS, NOAA Coastal Services Center, Charleston, South Carolina

For more information, point your browser to [www.csc.noaa.gov/training/](http://www.csc.noaa.gov/training/).

interested in how the subject is going to affect property values? Or is it a group of lawmakers, who are interested in policy implications? Your basic facts will be the same, but audience interests will help you decide where to place the emphasis and spend the most time.

#### **5. Don't be a slave to PowerPoint.**

Many speakers like PowerPoint because it helps them stay organized and keeps the focus

on the screen instead of the speaker. While this is helpful for the speaker, PowerPoint can be a negative tool from the audience's perspective. The audience will pay attention and retain more of the message if you maintain eye contact with them. This is hard to do when your focus (and theirs) is on the screen. Furthermore, PowerPoint shows often seem very scripted, which makes the audience hesitant to ask questions or stay engaged.

Work to keep connected with the audience, and aim to use only two to four slides per 30 minutes. For complex tables, give your audience handouts to refer to.

To get additional presentation tips, contact Donna McCaskill, communications manager of the NOAA's Coastal Services Center. Her e-mail address is [Donna.Mccaskill@noaa.gov](mailto:Donna.Mccaskill@noaa.gov).

## **Upcoming Conferences and Events**

### **APRIL**

17-20: 2005 Ground Water Summit  
Location: San Antonio, Texas  
[www.ngwa.org/e/conf/0504175095.shtml](http://www.ngwa.org/e/conf/0504175095.shtml)

17-20: International Conference on Coastal Conservation and Management in the Atlantic and Mediterranean  
Location: Tavira, Algarve, Portugal  
[www.fe.up.pt/ihrh/icccm](http://www.fe.up.pt/ihrh/icccm)

### **MAY**

8-11: Solutions to Coastal Disasters 2005  
Location: Charleston, South Carolina  
[www.asce.org/conferences/cd05/](http://www.asce.org/conferences/cd05/)

### **JUNE**

6-8: International Conference on Ocean/Coastal Science and Engineering Education (OCSEE 2005)  
Location: Gold Coast, Queensland, Australia  
[www.gu.edu.au/school/eng/OCSEE/OCSEE.html](http://www.gu.edu.au/school/eng/OCSEE/OCSEE.html)

For more information on upcoming conferences and events, please visit [www.csc.noaa.gov/cms/conferences.html](http://www.csc.noaa.gov/cms/conferences.html).



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